

# WALKING TALL<sup>®</sup>

MAXIMISING PERSONAL IMPACT IN BUSINESS

## Personal Branding Executive Coaching

**The objectives of this coaching programme are to:**

- 1) Discover your authentic & unique core brand and project it consistently
- 2) Improve presentational brand impact
- 3) Increase impact through image, appearance and personal style
- 4) Raise visibility and profile based on core brand strengths

Each coaching session is tailored to an individual's needs and is based on pre discussions with the client and sponsor if necessary.

### **Personal Brand Impact – Initial Consultation (3 hours approx.)**

- First Impressions critique and feedback
- Corporate image + personal image
- Does your appearance say what you say you can do?
- Discovering and building your Personal Executive Brand
- Increasing visibility
- Authentic leadership
  - Using your personal brand for effective communication
- Developing your presentational brand
  - Projecting your authentic brand in presentations
  - Delivery of a prepared business presentation for feedback (A video recording of a presentation in advance is also useful)
- Body Talk
  - Posture
  - Eye Contact
  - Handshakes
  - Voice quality
- Image and style impact
  - Colour Analysis
    - Holding attention in the face
    - Looking sharp
    - Determining dominant colour characteristic

- Body shape, proportion and scale
  - Best styles of suits & jackets
  - Suit, trouser, jacket fabrics
  - Proportional dressing
- Appropriate dressing for different business situations and industries
- Smart/Casual dressing – the ‘how to’ without losing impact
- Accessorising
- Current Dressing
- Grooming
  - Hair, good fit, nails, skincare, shaving
- **Development of a clear action plan for moving forward**

### **Follow-up sessions**

After the initial 3-hour session, follow-on sessions can be organised as appropriate. These sessions typically can include:

#### 1. Wardrobe Audit

This is achieved by bringing in wardrobe items to the consultation. A separate visit to the home can also be provided if appropriate.

- A ruthless audit to weed out items that no longer work, don't present the desired executive image and impact, are dated, don't fit anymore etc.
- Assessment and plan of new investment to be made

#### 2. Sharpening of Presentational Brand and Delivery

Further coaching work on delivering an impactful presentation.

Observation of a real-situation presentation to assess how your Personal Brand and presentational brand are developing, and what still needs work. Feedback by way of a report and coaching will then be provided.

3. Team Feedback

Feedback from key members of the team and colleagues. This is achieved via interviews by the coach and a report being compiled. This feedback is then discussed at the coaching session.

4. Shopping Trip

The aim is to gain a clear view of and purchase the styles of clothes and accessories that are needed to project the appropriate image for your brand, and to determine the stores best suited for this. Building the basis of an investment and capsule wardrobe is the objective, with clear guidelines on how to continue to develop this.

Please note that email and phone queries are included in the initial session fee. Extra fees are only incurred when face-to-face coaching is required. If travel outside of the UK is necessary, then an extra fee will be incurred for extra travel time.

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